

**REMARKS/ARGUMENTS**

The Examiner's continued attention to the present application is noted with appreciation. The amendments to the claims are offered to better clarify the amendments made in the last response. No new matter has been introduced into the claims, but rather, again, the amendments help to clarify what Applicant was describing as his invention in the prior claims. Likewise, this response is to clarify the prior responses.

In paragraph 2 of the Office Action, the Examiner rejected claim 65 because it depends from a claim that has been cancelled. Claim 65 has been cancelled.

In paragraph 1 of the Office Action, the Examiner objected to the drawings regarding claim 26 and 63. The word "directly" has been removed from the claims and thus no drawing connections are needed.

In paragraph 4 of the Office Action, the Examiner rejected claims 26, 30, 34-58, 60, 63 and 65-89 under 35 U.S.C. 103(a) as being unpatentable over Chang or alternatively, Chang in view of Howard. Such rejections are respectfully traversed, particularly as to the claims as amended.

In all of the embodiments of Chang, lamp reflectors **12** are coated with electroplated layer **16**. These reflect or "condense" the light into the banner assembly and then are "conducted into the transparent banner **11** via the photonic zones **17** (and the banner engaging plate **18**) to illuminate the banner **11**" (see col. 2, lines 59-64 of Chang). Thus, the reflectors **12** obscure the illumination of the support along substantially the entire support, or, in the embodiment of Fig. 5, along substantial portions of the support which are surrounded by lamp reflectors **12**. Applicant's claims were previously amended to require that illumination of the support is visible along substantially the entire length of the support. These claims have been further amended to further clarify that Applicant's banner assembly does not obstruct the visibility of the illumination along substantially the entire length of the support. This addresses the Examiner's comment in paragraph 9, stating that in Chang "The light source extends uninterrupted along the length of the support." This may be true, but one can't see the light where the Chang reflectors **12** are present in the Chang banner assemblies. Chang has a pole with interrupted lighting. Chang teaches away from having those areas of the support having visible light because the reflectors are intended to

reflect light away from the pole and conduct it towards the banner. As can be understood, this is an entirely different, intended lighting effect.

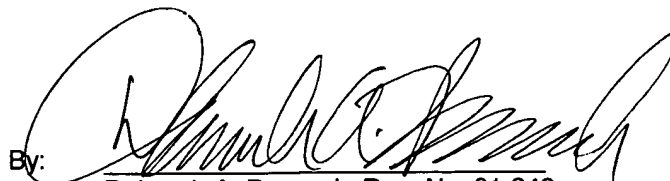
Howard, in combination with Chang, does not cure these deficiencies. As stated previously (in prior responses), Howard discloses a flag pole with a string of light bulbs hanging down from the cap of the pole, reflectors inside of the pole and cutouts in the door of the flag pole. The cutouts serve as windows to allow the illumination to be seen. In contrast, the present claims recite that the light source disposed within the support illuminates substantially the entire length of the support. In addition, Applicant's claims recite that the light source illuminates an entire circumference of the support so that illumination of substantially the entire length of the support is visible from any sufficiently close exterior position around the support. Further, Applicant's claims recite that the banner assembly does not obstruct visibility of the illumination of the support along substantially the entire length of the support. Both Chang and Howard have extensive visibility obstructions of the pole/support, and thus, separately and in combination, do not result in Applicant's invention.

We can understand that the Examiner is requiring very careful semantics in the claims drafting and we are hopeful that these amendments now offer the necessary clarity.

In view of the above amendments and remarks, it is respectfully submitted that all grounds of rejection and objection have been avoided and/or traversed. It is believed that the case is now in condition for allowance and same is respectfully requested.

If any issues remain, or if the Examiner believes that prosecution of this application might be expedited by discussion of the issues, the Examiner is cordially invited to telephone the undersigned agent for Applicant at the telephone number listed below.

Respectfully submitted,

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